

**Congress of the United States**  
**Washington, DC 20515**

September 23, 2021

Mr. Sundar Pichai  
CEO, Google  
1600 Ampitheatre Parkway  
Mountain View, CA 94043

Dear Mr. Pichai:

We write to you out of deep concern and to follow up on the letter recently sent to you by Senator Steve Daines (R-Mont.) and his colleagues Senators Cindy Hyde-Smith (R-Miss.), Roger Wicker (R-Miss.), Marsha Blackburn (R-Tenn.), Mike Braun (R-Ind.), Marco Rubio (R-Fla.), Mike Lee (R-Utah), Ted Cruz (Texas), Tom Cotton (R-Ark.), James Lankford (R-Okla.) and Jim Inhofe (R-Okla.). We echo their shock regarding Google's recent decision to ban Live Action's pro-life ads promoting Heartbeat International's Abortion Pill Reversal (APR) hotline.<sup>1</sup> Google's pro-life censorship is out of step with the science and reflects an unacceptable bias against pro-life views. We insist that you immediately reverse this decision.

Google initially approved Live Action's APR ads and they ran for over four months, spending over \$170,000 and directing thousands of people to the APR hotline.<sup>2</sup> On September 13, Google unexpectedly shut down these ads without warning or evidence, citing its "unreliable claims" policy.<sup>3</sup> Google has subsequently indicated that it took this action after reviewing a one-sided pro-abortion "report" provided by a left-leaning news agency.<sup>4</sup> Google has also since stated that it censored APR ads because they made "unproven medical claims", citing "serious concerns" from the pro-abortion American College of Obstetricians and Gynecologists (ACOG).<sup>5</sup> It is shameful that Google has acted to appease pro-abortion activists by silencing pro-life voices, rather than considering all the evidence and following the science.

*Progesterone* treatment has been safely used in pregnancy for decades to prevent miscarriage.<sup>6</sup> In APR, this treatment is used to halt a chemical abortion, giving a mother (and her baby) who changes her mind after only taking the first abortion pill a second chance. APR treatments, moreover, have reportedly saved the lives of over 2,500 children and have a 64-68% success rate.<sup>7,8</sup>

While banning pro-life APR ads, Google continues to allow ads for purveyors of the deadly abortion pill *mifepristone* by mail, despite the fact this drug has resulted in at least 24 mothers'

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<sup>1</sup> <https://www.reverseabortionpill.com>

<sup>2</sup> <https://www.liveaction.org/news/google-shuts-live-action-abortion-pill-reversal/>

<sup>3</sup> Ibid.

<sup>4</sup> <https://www.thedailybeast.com/facebook-is-raking-it-in-with-anti-abortion-ads-from-live-action>

<sup>5</sup> <https://dailycaller.com/2021/09/14/pro-life-group-says-google-banned-its-ads-in-dramatic-and-unprecedented-move/>

<sup>6</sup> <https://pubmed.ncbi.nlm.nih.gov/17964858/>

<sup>7</sup> <https://www.heartbeatinternational.org/our-work/apr>

<sup>8</sup> <https://pubmed.ncbi.nlm.nih.gov/30831017/>

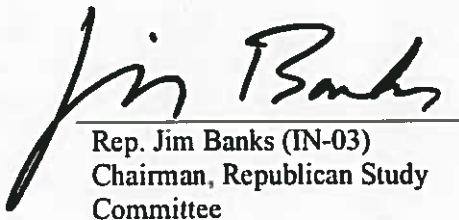
tragic deaths and at least 1,042 mothers being sent to the hospital.<sup>9</sup> Google's double standard on abortion is disingenuous and an egregious abuse of its enormous market power to protect the billion-dollar abortion industry. The practical consequence of Google's abortion distortion is that pregnant mothers in crisis will only have the option to be marketed abortion drugs through Google's ad platforms, while life-affirming alternatives are suppressed.

We ask that you promptly answer these questions:


1. Did any Google employees communicate with, or receive communications from, any representatives of pro-abortion organizations or news agencies, requesting Live Action's APR ads be banned? If so, please provide the names of these organizations and news agencies.
2. Were scientists or medical doctors with a diversity of views on abortion consulted in the decision to ban the APR ads? Or only those who promote abortion (like ACOG)?
3. Will Google also remove ads for the deadly abortion pill *mifepristone*?

We join Senator Steve Daines and his colleagues' deep concern and again urge swift action to reverse Google's unjust and indefensible decision to suppress these pro-life life-saving APR information ads, and we look forward to your prompt response to the above questions.


Sincerely,




Rep. Jim Banks (IN-03)  
Chairman, Republican Study  
Committee



Rep. Doug Lamborn (CO-05)  
Member of Congress



Rep. Jeff Duncan (SC-03)  
Member of Congress



Rep. Steve Palazzo (MS-04)  
Member of Congress

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<sup>9</sup> <https://www.fda.gov/media/112118/download>



Rep. Fred Keller (PA-12)  
Member of Congress



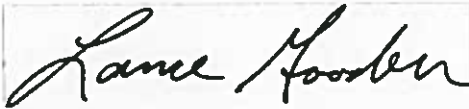
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Member of Congress



Rep. Bill Posey (FL-08)  
Member of Congress



Rep. Louie Gohmert (TX-01)  
Member of Congress



Rep. Lance Gooden (TX-05)  
Member of Congress



Rep. Andy Biggs (AZ-05)  
Member of Congress



Rep. W. Gregory Steube (FL-17)  
Member of Congress



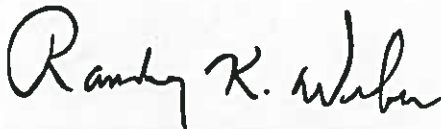
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Member of Congress



Rep. Yvette Herrell (NM-02)  
Member of Congress



Rep. John Rose (TN-06)  
Member of Congress



Rep. Randy Weber (TX-14)  
Member of Congress



Rep. Jody Hice (GA-10)  
Member of Congress



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Member of Congress



Rep. Earl L "Buddy" Carter (GA-01)  
Member of Congress



Rep. Lauren Boebert (CO-03)  
Member of Congress



Rep. Scott Fitzgerald (WI-05)  
Member of Congress



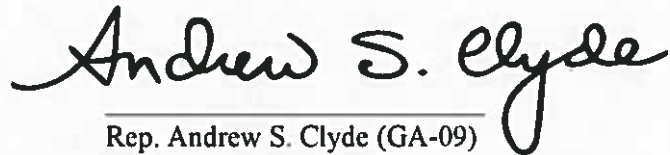
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Member of Congress



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Rep. Andrew S. Clyde (GA-09)  
Member of Congress



Rep. Bob Good (VA-05)  
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Rep. Ted Budd (NC-13)  
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Rep. Warren Davidson (OH-08)  
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Rep. Lisa McClain (MI-10)  
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*Madison Cawthorn*

Rep. Madison Cawthorn (NC-11)  
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Rep. David Kustoff (TN-08)  
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*Matt M. Rosendale*

Rep. Matt Rosendale (MT-AL)  
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*Kevin Brady*

Rep. Kevin Brady (TX-08)  
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*Ronny Jackson*

Rep. Ronny L. Jackson (TX-13)  
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*Rick Crawford*

Rep. Rick Crawford (AR-01)  
Member of Congress

*Debbie Lesko*

Rep. Debbie Lesko (AZ-08)  
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*Ben Cline*

Rep. Ben Cline (VA-06)  
Member of Congress

*Marjorie Taylor Greene*

Rep. Marjorie Taylor Greene (GA-14)  
Member of Congress

*Mike Johnson*

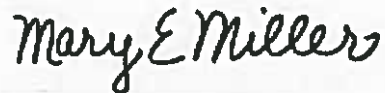
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Member of Congress

*Austin Scott*

Rep. Austin Scott (GA-08)  
Member of Congress

*Alex Mooney*

Rep. Alex Mooney (WV-02)  
Member of Congress



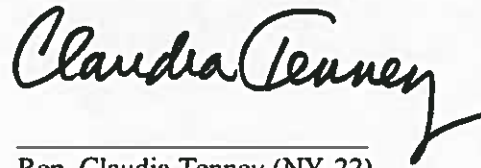
Rep. Mary Miller (IL-15)  
Member of Congress



Rep. Scott DesJarlais (TN-04)  
Member of Congress



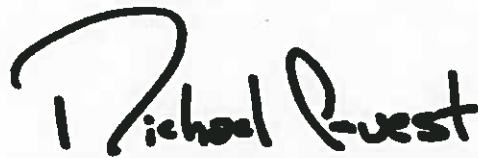
Rep. Barry Loudermilk (GA-11)  
Member of Congress



Rep. Claudia Tenney (NY-22)  
Member of Congress



Rep. Dan Bishop (NC-09)  
Member of Congress



Rep. Michael Guest (MS-03)  
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Rep. Markwayne Mullin (OK-02)  
Member of Congress

  
M.C.

Rep. Brian Babin (TX-36)  
Member of Congress



Rep. Gus Bilirakis (FL-12)  
Member of Congress